

WEBSITE DEVELOPMENT POLICY AND PROCEDURE[®]

DOCUMENT SUMMARY/KEY POINTS

- Under the 2020 NSW Government Digital Consolidation Project, new websites must align with NSW Government policy, standards and governance.
- **All requests** for website development will be allocated as subdomains, webpages or microsites within three SCHN domains: sch.n.health.nsw.gov.au, kidsresearch.com.au, or learning.schn.nsw.gov.au.
- Service websites may be grouped as priority services in alignment with Network strategic priorities.
- All requests for webpages or sites must be approved by the Director of Communications and Engagement **prior** to engagement or progression of any work.
- All requests for new domain websites must have written CE endorsement.
- Approved webpages or microsites will be developed using the NSW Government's Design System on Drupal 9 and hosted by SCHN.
- Externally hosted websites are not supported by SCHN.
- SSL certificates (https) are inherited under SCHN domains.
- Websites developed without consultation with the SCHN Digital and Brand Manager, and/or with incorrect, inappropriate branding will be unpublished.
- Where SCHN is nominated as partner on a website, written endorsement from appropriate Executive Director must be submitted to Director of Communications and Engagement, and the website must carry correct branding and SCHN identification (including the legal names of hospitals and SCHN).
- All SCHN web content must align with the SCHN Digital Communications Strategy.

This document reflects what is currently regarded as safe practice. However, as in any clinical situation, there may be factors which cannot be covered by a single set of guidelines. This document does not replace the need for the application of clinical judgement to each individual presentation.

Approved by:	SCHN Policy, Procedure and Guideline Committee	
Date Effective:	1 st November 2022	Review Period: 3 years
Team Leader:	Digital and Brand Manager	Area/Dept: Communications and Engagement

CHANGE SUMMARY

- The Location and Design of Network Sub-websites policy has been rescinded and replaced with this policy
- Information has been updated to reflect SCHN's obligations to the NSW Digital Consolidation Project.
- Web and Intranet Steering Committee (WISC) no longer exists.
- The Public Relations Department has become Directorate of Communications and Engagement and position titles have been updated to reflect the 2022 restructure of the Directorate.
- Incorporates management and allocation of domain names and role of third-party development of websites.
- Clarifies management of partnership websites.
- Clarifies security requirements for all SCHN related websites.

READ ACKNOWLEDGEMENT

- All managers and project leaders should read this policy.

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1 Aim

This policy has been developed to ensure consistency of structure, compatibility, branding, content, design and location of websites that are attached to Sydney Children's Hospitals Network and ensure they are appropriately developed and sustainable.

Under the 2020 NSW Government Digital Consolidation Project, new websites must align with NSW Government policy, standards and governance.

Websites developed without consultation with the SCHN Digital and Brand Manager, and/or with incorrect, inappropriate branding will be unpublished.

All SCHN web content must align with the SCHN Digital Communications Strategy.

2 Website overview

All requests for website development will be allocated as domain sites, webpages or microsites within three SCHN domains:

- **sch.n.health.nsw.gov.au**

This website contains information for families and patients, factsheets, referral information and the index of the Networks clinics and departments.

- **kidsresearch.com.au**

This website contains information about the latest paediatric health research, SCHN research centres, services, and partnerships.

- **education.schn.nsw.gov.au**

This website contains all education and learning opportunities for health professionals, Network staff, and families and patients. It includes learning events such as workshops, seminars, conferences as well as courses.

2.1 Domain websites

Several free-standing websites in existence have been preserved as domain websites under the NSW Digital Consolidation Project.

A domain website can be allocated where the content relates to either:

- a state-wide initiative
- a Model of Care directive
- a specific audience with specific fundraising profile such as cancer, or
- where the resources provided are not replicated by other services or already exist within the public health domain.

Domain websites are allocated the following syntax:

[name of service].sch.n.health.nsw.gov.au.

For information about domain names, please see section 3.

2.2 Microsites

In general, services will be allocated as microsites.

A microsite is defined as a site that has an independent side menu and 'Home' is the parent website, e.g: **schn.health.nsw.gov.au**. A link to one of the relevant domains listed above must be implemented.

2.2.1 Priority Services

In alignment with Network priorities departments, services and domain websites may be grouped under a Cluster Service.

These may change over time, but at the time of writing there are twelve.

Cluster Services:

1. Kids Cancer
2. Kids Cardiac
3. Kids common and chronic disease
4. Kids Rehab
5. Kids Mental Health
6. Adolescents and young people
7. Aboriginal Kids
8. Kids Virtual Care
9. Kids and COVID-19
10. Kids rare diseases
11. Kids surgery
12. Kids Palliative Care

2.2.2 Kids Research priority areas

Research websites may be grouped under Kids Research priority areas as in:

1. Kids Neuroscience
2. Kids Kidneys
3. Kids Genetics
4. Kids Heart Research
5. Children's Cancer Research
6. Kids Critical Care Research
7. Kids Rare Diseases
8. Kids Mental Health Research

2.2.3 Education priorities

In order to best promote income generating and priority education, websites may be grouped under Learning.Kids priorities:

1. SCHP
2. Resus4Kids
3. Kids Sim
4. NIDCAP
5. Asthma, Allergy and Anaphylaxis
6. Developmental and Autism courses
7. Seminar, conferences and annual programs
8. Kids Quit Smoking cessation
9. CPR and resuscitation for Kids

3 Domain name management

If a specific domain name (website address) is required, the domain name licence must be bought and managed through SCHN's Melbourne IT account. Departments, services and entities will be responsible for associated fees. Domain names purchased through other providers must be transferred to Melbourne IT.

The domain name must first be approved by the SCHN Digital and Brand Manager.

In most cases the domain name will be implemented as a vanity url (unique web address branded for marketing purposes) in accordance with the SCHN digital communication strategy.

Vanity urls are best used in promotion and print contexts and can be supported by QR codes.

4 Request for new online content or webpages

All requests for webpages or microsites must be approved by the Director of Communications and Engagement **prior** to engagement or progression of any work.

- All requests for new domain websites must have written CE endorsement.
- Approved webpages or microsites will be developed using the NSW Government's Design System on Drupal 9 and hosted by SCHN.
- Externally hosted websites are not supported by SCHN.
- SSL certificates (https) are inherited under SCHN domains.

5 Branding

The look and feel of new web content will be defined by the Directorate of Communications and Engagement team to align with brand exemptions and the defined styles for SCHN digital content.

This includes allocation of colours, fonts, background patterns and overall style of pages as well as placement of logos, key imagery and headers/banners.

6 Partnership websites

A partnership website is defined as one that shares purpose, resources and outcomes with another entity, such as a university or research institute.

Where SCHN is nominated as partner on a website, written endorsement from appropriate Executive Director (Tier 2) must be submitted to Director of Communications and Engagement, and the website must carry correct branding and SCHN identification (including the legal names of hospitals and SCHN).

The final decision about the specific relationship with the SCHN rests with the Executive Director of the relevant Directorate.

In cases where the partnership website is deemed as legitimate and of benefit to SCHN, correct branding and SCHN identification must be in place and content must not bring SCHN into disrepute.

7 Security and privacy

To ensure SCHN meets the Privacy Act obligations and adheres to NSW Government's Cyber Security Guidelines to protect personal information of families, patients and staff, all SCHN websites carry an SSL certificate from an authorised provider.

Some web capabilities are restricted. Sites with forums are not permitted.

User-generated web content and/or webform submissions containing personal data must meet NSW Government's Cyber Security standards.

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